

Ensemble Usability Test Plan

Objective

Determine participant's ease and ability to:

- Find desired menu category
- Filter on color & price options
- Navigate product page and select options
- Add to cart and complete checkout

Assumptions & Hypotheses

1. Users will use the menu navigation and filters to easily find what they need vs using search.
2. Users will understand the patterns of the product page when making color and size selections.
3. More users will click on Checkout button with the mini-cart pop-up, while some may close it or keep shopping, and use the header icon button to checkout.
4. More users will scroll through the images by clicking on the image tile versus using the navigation arrows.
5. Users will have no issue completing the checkout process.

Subject

High-fidelity prototype of Ensemble website.

Participants & Recruiting

- 3-5 participants age 20-65
- Recruit from previous research participants, Designlab Slack, family, and friends.

Methodology

- 1:1 remote test on Zoom or other video conferencing service
- 1:1 in-person testing on my laptop
- Record the remote session videos
- Record over-the-shoulder for in-person & use screen recording

Procedure

1. Introduce the participant to myself and the project, explaining that this is a prototype to test the design of specific user flows. Explain the process and ask permission to record.
2. Re-iterate that not everything is clickable and to focus on completion of given tasks
3. Re-assure user that the design is being tested, not them, and there is no "right way".
4. Ask participant to think out loud as they go through the steps
5. Read tasks to participant before each major step:
 - browsing homepage and filtering category page
 - selecting size and color, and adding to cart on product page
 - going through the checkout process
6. Intervene only if user is stuck or asks a question, without guiding it.

Task

1. Find a cardigan in the desired color and price range.
2. Complete the checkout process through to confirmation.

Script

INTRODUCTION

Hi, and thank you for taking time to perform a usability test! This is a prototype for an e-comm apparel site project I am working on. I will provide you with a set

of tasks that you will complete in whatever way is natural for you. Please note that this is a test of the design's usability, not on you as a user. There is no right or wrong way to accomplish a task. However, being a prototype means that not everything is clickable like a normal website. If you get stuck, the prototype will highlight what you can click to proceed. I will also be available for questions.

As you go through the tasks, think out loud your thought processes and reasons for doing things. Focus only on finishing the given tasks, but also feel free to scroll the page.

Based on my observations and notes of your interactions and thought process, I hope to identify any design flaws.

May I record this session, for observation and analysis?

Scenarios and Tasks

1. It's winter time and you need a cardigan for everyday use. You've heard about Ensemble and found out they have a website via a Google Ad, and decide to give it a try. You arrive at the home page. How would you navigate the site to find cardigans?
2. After seeing the selection, you want to only see cardigans that come in grey and want to stay under \$20 in price.
3. You click on an item and browse the product page. You explore the product page, and decide to purchase, but would rather have it in black after seeing the images. You wear a size small.
4. Add the item to the cart and complete checkout as a guest.

Follow-up questions for users:

1. What was your first impression of the brand?

2. Were there any unexpected surprises, good or bad?
3. Can you identify which tasks were easy, and which were hard?
4. What other methods might you have used?
5. Would you buy from this site and/or recommend it?
6. Are there any additional comments?

Usability Goals

1. Easy navigation and completion of tasks with little or no friction or questions.
2. Brand should feel trustworthy, broad, and affordable.

Completion Rate & Error-free Rate

1. Note percentages for each.